

Journal



of
P **R** **esearch**

Middle East

Journal of Public Relations Research Middle East

Scientific Refereed Journal - Supervision by Egyptian Public Relations Association - Twelfth Year - Fifty-fourth Issue - Part 1 - October/December 2024

IF of the Supreme Council of Universities 2024 = 7

ICR IF 2021/2022 = 1.569

Arcif Impact Factor 2024 = 1.75

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(ISSN 2314-8721)

Egyptian National Scientific & Technical Information Network
(ENSTINET)

Egyptian Public Relations Association
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Deposit Number: 24380 /2019

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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-873X)

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The Journal is indexed within the following international digital databases:



Communicators' Attitudes towards Employing Artificial Intelligence Applications in Television Programs Production (*)

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Abstract

The study aimed to identify the communicators' attitudes towards employing artificial intelligence applications in television programs production, to search for the reasons for employing artificial intelligence applications, and to monitor the obstacles that hinder the use and the communicators' avoidance of relying on artificial intelligence applications in television programs production.

The study relied on the survey method. The study was applied to a random sample of communicators' consisting of 350 individuals. The questionnaire tool was used and reached several results, the most prominent of which were the television readiness to use artificial intelligence applications 42.8%, the most prominent areas of use were preparing television content 24.5% and producing news stories 19%, as for the reasons for employment, competition in the labor market 26.7%, big data analysis 20%, the most prominent obstacles were the lack of trained human capabilities 56.5%, and the high material costs of use 49.7%. As for the most prominent avoidance of the communicators from relying on artificial intelligence applications were ethical challenges 62%, job displacement 57.1%, and test bias 54.2%.

Keywords: Communicator Orientation, Artificial Intelligence Applications, Television Program Production.

(*)The Paper was received on September 16, 2024, and accepted for publication on December 25, 2024.